



YALINETWORK

PERFECTING YOUR PITCH

Part 1 - Telling Your Entrepreneurial Story

Transcript

[TEXT: Perfecting Your Pitch]

[TEXT: Written and presented by 3 Day Startup]

[TEXT: Telling Your Entrepreneurial Story]

[TEXT: Nick Chagin, 3 Day Startup]

Hi there, I'm Nick Chagin with 3 Day Startup, and we specialize in delivering intensive, hands-on entrepreneurship education programs to students at college and university campuses all over the world.

Welcome to Perfecting Your Pitch. During this 5-video series, we'll cover the important elements of a venture pitch and how they can help you become a more professional, confident, and persuasive entrepreneur.

Let's begin with a question: what does asking your boss for a raise, a campaign speech, and even attracting top talent to your company all have in common? They are all examples of a pitch.

To put it another way, a pitch is an association of words used to demonstrate value and achieve some sort of follow-up objective.

If you're asking your boss for a raise, you want to show how you've worked hard and deserve that pay bump.

If a person seeking election to office is giving a campaign speech, they're showing how they plan to make a positive impact in the community and win those votes.

If you want to attract top talent to your company, you want to demonstrate how the work that you do is impactful.

As an entrepreneur, delivering a pitch is something you will have to do thousands of times. Developing your pitch is like developing your product or service; you will have to share it with others, receive feedback, make some tweaks and iterations, and then share it again.

It's the same with your pitch. Continuing to share your pitch with others will only help you make it better.

This ability to adapt your pitch stems from having an entrepreneurial mindset. Entrepreneurs need to take advantage of the opportunities to share their ideas with others. They need to be adaptable and receptive to feedback when they share their ideas. And they need to have a supportive community to help grow them through their entrepreneurial journey.

So, let's jump into what a pitch is and how to differentiate a formal pitch from an elevator pitch.

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